

# GIVE YOUR POCKETBOOK A TREAT INSTEAD OF "THE TREATMENT"

EXTRA ALLOWANCE FOR YOUR CAR  
DURING AUGUST!



312 SO. CATALINA AVENUE

REDONDO BEACH

We honestly need used cars and have a wide selection of shiny new Dodge and Plymouth automobiles ready for you to drive away. August starts our 32nd year selling Dodges in the South Bay and we are determined that this will be our biggest month.

Our appraisers have been instructed to allow as much as \$300 over Bluebook valuation for your car! That means much more for your present car, no trick deals, no false claims no high pressure . . . no treatment."

Just an easy-to-understand transaction . . . a short, confidential conference . . . an easy-to-pay purchase agreement and more automobile value than you ever thought possible.

## FRANKLY . . .

During the past 31 years we have sold car after car to the same families in the South Bay. Last month our business was substantially over that of a year ago.

Isn't that proof that we must treat our customers as they wish to be treated? Liberal allowances, lowest possible payments, sincere advertising, excellent service, fine automobiles.

Come in today. We can give you an even larger allowance than usual on a new Dodge or Plymouth.

Cordially,  
WALTER G. LINCH

Los Angeles County's Oldest Dodge Dealership

# FOR A TREAT

# INSTEAD OF "THE TREATMENT"

SEE

# WALTER G. LINCH

DODGE-PLYMOUTH SERVICE-SALES

Redondo Beach

312 South Catalina Avenue

312 South Pacific Coast Highway

Frontier 2-2122

